In the Specification:

Please replace paragraph [0042] with the following rewritten paragraph:

[0042] In the reinforcement materials W_1, W_2 and W_3, the lengths L_1, L_2 and L_3 of the reformed portions may be 0.02W to 0.95W, preferably 0.05W to 0.50W, with respect to the coil width W. If the lengths L_1, L_2 and L_3 of the reformed portions are below the lower limit, shape stability characteristics of the reinforcement material are lowered, and flexibility of the reinforcement material is lowered. Accordingly, the material becomes apt to undergo ~~separaiton~~separation from rubber. Moreover, if the lengths L_1, L_2 and L_3 of the reformed portions exceed the upper limit, strength of the material becomes insufficient. The coil width W may be selected from a range of 3.0 to 150.0 mm.

Please replace paragraph [0047] with the following rewritten paragraph:

[0047] Fig. 7 shows an example of a pneumatic tire using the reinforcement material for rubber of the present invention. Reference numeral 1 denotes a tread portion, 2 denotes a sidewall portion, and 3 denotes a bead portion. Between a pair of bead portions 3 and 3 is arranged a plurality of carcass layers 4. These carcass layers 4 are laminated so as to allow reinforcing cords thereof to intersect with each other between the layers. In each of the bead portions 3, three bead cores 5 are embedded. Both ends of the carcass layers 4 are folded around the bead cores 5 from an inner side of a tire toward an outer side thereof so as to sandwich bead fillers 6. Inside of the carcass layers 4, inner liner layer 7 is provided between the left <u>bead portion (not shown)</u> and <u>the</u> right bead ~~portions 3 and~~<u>portion</u> 3. Moreover, in an outer periphery side of the carcass layers 4 between both sidewall portions 2 and 2, a breaker layer 8 formed of an organic fiber cord is embedded. Furthermore, in an outer periphery side of the breaker layer 8 formed of the organic fiber cord, a breaker layer 9 formed of a steel cord is embedded. Note that CL means a tire centerline passing through the tire equatorial plane.